

IN THE CLAIMS

Please cancel claims 14, 25, 45-46, 48-51, 54-56, 58, 60 and 78-82 without prejudice.

Please amend the following claims which are pending:

1. (Currently Amended) A method comprising:

determining ~~an~~ a banner advertisement to be displayed on a World Wide Web page, wherein said World Wide Web page includes content other than the banner advertisement;

determining a message to be displayed on said World Wide Web page, wherein said message is thematically related to said banner advertisement and directs a user's attention to the banner advertisement;

determining targeting criteria associated with said message;

receiving a request to serve said World Wide Web page from ~~a~~ the user;

receiving personal information about the user;

serving said World Wide Web page for display to the user;

serving said banner advertisement for display to said user on a portion of said World Wide Web page ~~such that at least a portion of the content included in said World Wide Web page is still displayed to the user~~;

tailoring said message ~~page~~-based, at least in part, on said targeting criteria and said personal information; and

serving said tailored message for display to said user on said World Wide Web page separate from said banner advertisement, wherein the tailored message, such that at least a portion of the content other than the banner advertisement included in said World Wide Web page and the banner advertisement are simultaneously displayed to the user.

2 - 7. (Cancelled)

8. (Currently Amended) The method of claim 1, further comprising:
determining personal information prior to said serving of said tailored message.
- 9 - 10. (Cancelled)
11. (Original) The method of claim 1, further comprising:
setting a first time period.
12. (Currently Amended) The method of claim 11, wherein said serving of said tailored message occurs in at least said first time period after said serving of said World Wide Web page.
13. (Currently Amended) The method of claim 11, wherein said serving of said tailored message occurs in at least said first time period after said serving of said banner advertisement.
- 14 - 15. (Cancelled)
16. (Currently Amended) The method of claim 1, wherein said serving of said tailored ~~messages~~ message includes causing said tailored message to be displayed on said World Wide Web page for a fixed period of time.
17. (Currently Amended) The method of claim 1, further comprising:
causing said tailored message to no longer be displayed on said World Wide Web page; and
serving a second message such that the second message, the at least a portion of the content other than the banner advertisement included in said World Wide Web page[[,]] and the banner advertisement, and the first message is still are simultaneously displayed to the user.

18. (Currently Amended) The method of claim 1, further comprising:
determining if said targeting criteria has been met prior to said serving of said
tailored message.
19. (Currently Amended) The method of claim 1, further comprising:
determining if said targeting criteria has been met prior to said serving of said
banner advertisement.
20. (Cancelled)
21. (Original) The method of claim 1, further comprising:
determining external information.
22. (Currently Amended) The method of claim 21, wherein said tailoring of said
message is based, at least in part, on said external information.
23. (Cancelled)
24. (Currently Amended) The method of claim 1, wherein said World Wide Web
page is arranged such that said banner advertisement is displayed proximal to said
tailored message.
25. (Cancelled)
26. (Original) The method of claim 1, further comprising:
changing a display attribute of at least a portion of said tailored message.
- 27 - 30. (Cancelled)

31. (Currently Amended) A method comprising:

determining ~~an~~ a banner advertisement to be displayed on a World Wide Web page, wherein said World Wide Web page includes content other than the banner advertisement;

determining a plurality of messages associated with said banner advertisement wherein each of said plurality of messages is thematically related to said banner advertisement and directs a user's attention to the banner advertisement;

determining targeting criteria associated with said plurality of messages;

determining personal information;

receiving a request to serve said World Wide Web page;

serving said World Wide Web page for display to the user;

serving said banner advertisement for display to said user on a portion of said World Wide Web page ~~such that at least a portion of the content included in said World Wide Web page is still displayed to the user~~;

selecting at least one of said plurality of messages based, at least in part, on said personal information and said targeting criteria; and

serving said at least one of said plurality of messages for display to said user on said World Wide Web page separate from said banner advertisement ~~such that, wherein the at least one of said plurality of messages~~, at least a portion of the content other than the banner advertisement included in said World Wide Web page and the banner advertisement are simultaneously displayed to the user.

32. (Cancelled)

33. (Original) The method of claim 31, further comprising:

tailoring said at least one of said plurality of messages based, at least in part, on said personal information prior to serving said at least one of said plurality of messages.

34. (Cancelled)

35. (Original) The method of claim 31, further comprising:
tailoring said at least one of said plurality of messages prior to serving said at
least one of said plurality of messages.
36. (Cancelled)
37. (Currently Amended) The method of claim 31, wherein said World Wide Web
page is designed such that said banner advertisement is displayed proximal to said at least
one of said plurality of messages.
- 38 - 71. (Cancelled)
72. (Currently Amended) A system ~~for serving an advertisement~~, comprising:
a memory;
a communication port; and
a processor connected to said memory and said communication port, said
processor being operative to:
determine a banner advertisement to be displayed on a World
Wide Web page, wherein said World Wide Web page includes content
other than the banner advertisement;
determine a message to be displayed on said World Wide Web
page, wherein said message is ~~associated with~~ thematically related to said
banner advertisement and directs a user's attention to the banner
advertisement;
determine targeting criteria;
receive a request to serve said World Wide Web page from ~~a~~ the
user;
serve said World Wide Web page for display to the user;

serve said banner advertisement for display to said user on a portion of said World Wide Web page ~~such that at least a portion of the content included in said World Wide Web page is still displayed to the user;~~

determine personal information about the user;

tailor said message ~~page~~-based, at least in part, on said personal information and said targeting criteria; and

serve said tailored message for display to said user on said World Wide Web page ~~in proximity to separate from~~ said banner advertisement, ~~wherein the tailored message, on said World Wide Web page such that at least a portion of the content other than the banner advertisement included in said World Wide Web page and the banner advertisement are simultaneously displayed to the user.~~

73. (Cancelled)

74. (Currently Amended) An apparatus ~~for serving an advertisement~~, comprising:
- means for establishing ~~an~~ a banner advertisement to be displayed on a World Wide Web page wherein said World Wide Web page includes content other than the banner advertisement;
 - means for establishing a message to be displayed on said World Wide Web page, wherein said message is ~~associated with~~ thematically related to said banner advertisement and directs a user's attention to the banner advertisement;
 - means for determining targeting criteria associated with said message;
 - means for obtaining a request to serve said World Wide Web page from a the user;
 - means for transmitting said World Wide Web page for display to said user;

means for transmitting said banner advertisement for display to said user on said World Wide Web page ~~such that at least a portion of the content included in said World Wide Web page is still displayed to the user;~~

means for retrieving personal information about the user;

means for tailoring said message ~~page~~-based, at least in part, on said personal information and said targeting criteria; and

means for transmitting said ~~customized~~-tailored message for display to said user on said World Wide Web page ~~in proximity to~~ separate from said banner advertisement on said World Wide Web page ~~such that~~, wherein the tailored message, at least a portion of the content other than the banner advertisement included in said World Wide Web page and the banner advertisement are simultaneously displayed to the user.

75 - 82. (Cancelled)